

SACS Comprehensive Standard 3.3 Institutional Effectiveness

3.3.1 The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of improvement based on analysis of the results in each of the following areas:

3.3.1.1 educational program, to include student learning outcomes.

1. The ___BBA Finance___ program identifies expected outcomes and assesses the extent to which it achieves these outcome: In Compliance

The faculty members of the ___BBA Finance_____ program have drafted an assessment plan than includes student learning outcomes aligned with the appropriate level university learning goals. The learning goals for the _____BBA Finance_____ program are listed below.

FINUGLG1-Expected Outcome: *Demonstrate proficiency in analytical thinking, critical analysis, creativity and problem-solving in a finance context.*

Assessment Results (Project in BCIS/FIN 4366-Business Modeling):

Spring 2014

Mean embedded assessment score, creativity, new thought = 3.88/4.0

Mean embedded assessment score, problem solving and critical analysis = 3.98/4.0

Fall 2013

Mean embedded assessment score, creativity, new thought = 3.14/4.0

Mean embedded assessment score, problem solving and critical analysis =3.20/4.0

Spring 2013

Mean embedded assessment score, creativity, new thought = 4.0/4.0

Mean embedded assessment score, problem solving and critical analysis = 4.0/4.0

Fall 2012

Mean embedded assessment score, creativity, new thought = 3.50/4.0

Mean embedded assessment score, problem solving and critical analysis =4.0/4.0

Spring 2012

Mean embedded assessment score, creativity = 2.80/4.0

Mean embedded assessment score, problem solving and critical analysis = 3.72/4.0

Fall 2011

Mean embedded assessment score, creativity = 3.83/4.0

Mean embedded assessment score, problem solving and critical analysis = 3.90/4.0

FINUGLG2-Expected Outcome: *Demonstrate competency in interpersonal, oral, and written communications in a financial context.*

Assessment Results (Project in BCIS/FIN 4366-Business Modeling):

Spring 2014

Mean embedded assessment score, oral and interpersonal communication = 3.88/4.0

Mean embedded assessment score, written communication = 3.75/4.0

Fall 2013

Mean embedded assessment score, oral and interpersonal communication = 3.39/4.0

Mean embedded assessment score, written communication = 3.37/4.0

Spring 2013

Mean embedded assessment score, oral and interpersonal communication = 4.0/4.0

Mean embedded assessment score, written communication = 3.5/4.0

Fall 2012

Mean embedded assessment score, oral and interpersonal communication = 3.5/4.0

Mean embedded assessment score, written communication = 4.0/4.0

Spring 2012

Mean embedded assessment score, oral and interpersonal communication = 3.56/4.0

Mean embedded assessment score, written communication = 2.76/4.0

Fall 2011

Mean embedded assessment score, oral and interpersonal communication = 3.57/4.0

Mean embedded assessment score, written communication = 2.3/4.0

FINUGLG3-Expected Outcome : *Demonstrate knowledge of contemporary theory and practice in finance.*

Assessment Results (MFT in BA 4303-Business Strategies):

Mean Overall MFT results for Finance majors:

2013-2014 = 22nd percentile as compared to goal of 50th percentile.

2012-2013 = 89th percentile as compared to goal of 50th percentile.

2011-2012 = 57th percentile as compared to goal of 50th percentile.

2010-2011 = 75th percentile as compared to goal of 50th percentile.

2009-2010 = 80th percentile as compared to goal of 50th percentile.

2008-2009 = 30th percentile as compared to goal of 50th percentile.

Mean MFT Finance Assessment Indicator for Finance majors:

2013-2014 = 77th percentile as compared to goal of 50th percentile.

2012-2013 = 98th percentile as compared to goal of 75th percentile.

2011-2012 = 91st percentile as compared to goal of 75th percentile.

2010-2011 = 95th percentile as compared to goal of 75th percentile.

2009-2010 = 90th percentile as compared to goal of 75th percentile.

2008-2009 = 75th percentile as compared to goal of 75th percentile.

Pre-Test/Post-Test

Spring 2014

Post-Test in FIN 3365-Corporate Finance: 71.56%

Pre-Test in FIN 3365-Corporate Finance: 36.67%

FINUGLG4-Expected Outcome: *Demonstrate acceptable ethical awareness and moral reasoning.*

Spring 2014

Ethics Module in FIN 3365-Corporate Finance Quiz: 3.25/4.00

FINUGLG5-Expected Outcome: *Demonstrate knowledge of how international business activity influences financial decisions.* Students are expected to score at or above the 50th percentile collectively.

Assessment Results MFT in BA 4303-Business Strategies):

Mean MFT International Assessment Indicator for Finance majors:

2013-2014 = 13th percentile as compared to goal of 50th percentile.

2012-2013 = 99th percentile as compared to goal of 50th percentile.

2011-2012 = 74th percentile as compared to goal of 50th percentile.
2010- 2011 = 80th percentile as compared to goal of 50th percentile.
2009-2010 = 50th percentile as compared to goal of 50th percentile.
2008-2009 = 5th percentile as compared to goal of 50th percentile.

2. The _____BBA Finance_____ program provides evidence of improvement based on analysis of the results: In Compliance

FINUGLG1: *Demonstrate proficiency in analytical thinking, critical analysis, creativity and problem-solving in a finance context.*

These results are from a project in BCIS/FIN 4366-Business Modeling and Decision Making and are reported in two areas: (1) creativity and new thought and (2) problem solving and critical analysis. The scores of both components have decreased slightly from the previous year's scores.

We shall examine the content of the project, cases and other assignments for relevance and continual improvement. Problem solving and critical analysis skills can be sharpened by encouraging an array of solutions in analytical cases. The project will be analyzed for content and appropriateness for business decisions requiring critical analysis and creative approaches to common financial decisions. The use of advanced analytical tools, including Microsoft Excel, is required.

In addition, the College of Business will be reevaluating in which course learning goals are assessed and moving most goals to core business courses. This will be a significant change to the assessment program and should begin in Spring 2015.

FINUGLG2: *Demonstrate competency in interpersonal, oral, and written communications in a financial context.*

Case studies in Business Modeling and Decision Making (FIN 4366) are used to measure both (1) oral and interpersonal communication and (2) written communication.

The purpose of the presentation must be clear, cohesive, accurate, and it must flow logically from point to point. The speaker must well prepared. Connection with audience is effectively established; no vocal pauses, slang, or distracting nonverbal behaviors may detract from the presentation; the presenter is exceptionally articulate and prepared.

For the written case in Business Modeling and Decision Making (FIN 4366), the purpose of the writing must be clear and carry through the report. Paper must be cohesive, accurate, and flow logically from point to point. The grammar and vocabulary usage should be flawless.

In addition, the College of Business will be reevaluating in which course learning goals are assessed and moving most goals to core business courses. This will be a significant change to the assessment program and should begin in Spring 2015.

FINUGLG3: *Demonstrate knowledge of contemporary theory and practice in finance.*

The Major Field Test (MFT) has been used for several years. While in the past the test scores were quite good the last year has shown a marked decrease in scores. We believe that a major reason for this decrease is that the test no longer aligns with what we are teaching and our learning goals in the program. For this reason we are in the process of investigating moving assessment testing to the Peregrine system. This system will allow us to create a more customized approach that tests what we are trying to assess in our learning goals.

In FIN 3365-Corporate Finance, students improved from 36.67% to 71.56% on the pre-test/post-test, which was considerably better when compared to the previous year's 32% on the pre-test to 51% on the post-test in the previous year. This assessment takes place in the second corporate finance course. The instructor has adopted a new custom textbook in this course as well as adding more additional short cases that will emphasize the core concepts.

FINUGLG4: *Demonstrate acceptable ethical awareness and moral reasoning.*

The students scored 3.25/4.00 this spring in FIN 3365-Corporate Finance, showing an improvement from 3.00/4.00 last year. In addition to the ethics modules from the CFA Institute and other sources the instructor plans to include more cases studies in ethics from the CFP organization to the course to broaden the coverage of this critical learning goal.

FINUGLG5: *Demonstrate knowledge of how international business activity influences financial decisions.*

The Major Field Test (MFT) has been used for several years. While in the past the test scores were quite good the last year has shown a marked decrease in scores. We believe that a major reason for this decrease is that the test no longer aligns with what we are teaching and our learning goals in the program. For this reason we are in the process of investigating moving assessment testing to the Peregrine system. This system will allow us to create a more customized approach that tests what we are trying to assess in our learning goals.